News Release



FOR IMMEDIATE RELEASE:

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CHURCHILL DOWNS UNVEILS KENTUCKY DERBY 145 LOGO

LOUISVILLE, KY (Thursday, June 14, 2018) – Churchill Downs Racetrack today unveiled the official Kentucky Derby 145 logo. Featuring racing Thoroughbreds, the logo brings to life the thrill of the most exciting two minutes in sports. The 145th running of the Kentucky Derby presented by Woodford Reserve will take place on May 4, 2019.

The logo was developed by SME, a strategic branding agency that specializes in identity development and has designed the Kentucky Derby and Oaks logos for the past 13 years. For this year's logo, SME worked to design a logo unlike any other Kentucky Derby mark in the event's history. This year's logo pays homage to the Kentucky Derby's excitement and grandeur, placing viewers directly in the action by illustrating two Thoroughbreds racing under Churchill Downs' historic Twin Spires.

The logo will be used on a wide variety of Kentucky Derby merchandise, including the famous collectible Derby glassware, apparel for the whole family, jewelry, coozies, key chains and other collectibles and gift items. Official merchandise will be available online, at Churchill Downs Racetrack, the Louisville International Airport, the Kentucky Derby Museum Gift Shop and other retail outlets starting this summer.

About the Kentucky Derby
The $2 million Kentucky Derby takes place on the first Saturday in May at historic Churchill Downs in Louisville, Kentucky. Inaugurated in 1875, the legendary 1 1/4-mile race for three-year-olds is the oldest continuously held major sporting event in North America and the first leg of horse racing's challenging Triple Crown series. Also known as the "The Run for the Roses," "The Most Exciting Two Minutes in Sports" and "America's Race," the Kentucky Derby is the most attended horserace in the nation, with nearly 160,000 attendees.

About SME, Inc,
SME (http://www.smebranding.com) is a strategic branding agency, specializing in connecting with audiences through powerful identity development. Founded in 1989, SME enjoys a stellar worldwide reputation of creative excellence, thought leadership and client service. SME's client list includes some of the leading brands in global sports including the Atlanta Braves, Carolina Hurricanes, Miami Marlins and many more.

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